

I work for a local NBC news affiliate in New Orleans, LA. I also have a degree in advertising. Which means that I understand (have a degree) in mind manipulation. America's cities are filled with simple minds, easily manipulated by what they watch on their televisions. Not stupid people, but simple people; too lazy or self absorbed to seek out unbiased truths. They trust. Media is more often than not the Southern Baptist Pastor quoting certain passages from his Bible to persuade and pump up his congregation. All the while leaving out specific scriptures right next to the ones he's quoting that would negate his point. Idealistic people still trust in the FCC to be fair and unbiased. Please... be fair and unbiased.

Sinclair Broadcast Group's recent actions have illustrated the dangers to localism caused by media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. But when large companies control the airwaves, we get more of what's good for the bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.